

Medical Affairs Reputation (EU5): Biosimilar mAbs in Inflammatory Disorders

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Abstracts

Based on survey results from 150 rheumatologists, dermatologists, and gastroenterologists in UK, France, Germany, Spain and Italy, Medical Affairs Reputations (EU5): Biosimilar mAbs in Inflammatory Disorders offers insights on how Medical Affairs teams from companies developing and marketing biosimilar anti-TNF monoclonal antibodies (mAbs) can best meet physician needs on various supporting roles. In addition, gain comparative insights on the Medical Affairs teams' roles from the originator anti-TNF companies.

Using Need-Gap analysis, a proprietary analytics tool to FirstWord, areas of unmet need are identified, which provide valuable guidance on opportunities for corporate and brand positioning, and communication.

With the launch of biosimilar Remicade, and anti-TNF mAb, currently taking place across the major markets of Europe – France, Germany, Italy, Spain, the UK; EU5 – biosimilar mAb developers and companies marketing branded mAbs require solid evidence upon which to base medical affairs' strategy for their products. Refining performance through smarter delivery, higher quality interaction, and effective communication with rheumatologists, dermatologists and gastroenterologists becomes vital for ensuring optimal performance levels of Medical Affairs teams.

Key Benefits

Review analysis of 150 EU5
rheumatologists/dermatologists/gastroenterologists' interactions with Medical
Affairs teams highlighting good and bad performance, and identifying key areas
for improvement

Gain detailed insights on how Medical Affairs teams from originator and biosimilar anti-TNF companies can improve physician satisfaction across a range of key performance attributes

Understand the key areas physicians prefer to interact with Medical Affairs Teams from the originator and biosimilar anti-TNF companies

Identify usage of 5 originator anti-TNFs, and which products are prescribed most

Learn what physicians believe are the most, and least, important attributes of Medical Affairs team engagement, and how these rate across originator and biosimilar anti-TNF companies

Gain insights on how Medical Affairs teams can provide better service to physicians

Key Features

Filled with charts and up-to-the-minute survey analysis, this report offers:

Precise and timely analysis of 150 EU5 rheumatologists/dermatologists/gastroenterologists' interactions with Medical Affairs teams highlighting good and bad performance and identifying key areas for improvement

Examination of physicians' current touch points with Medical Affairs teams

Key findings regarding the attributes of Medical Affairs teams physicians value most and least

Detailed data broken down by each EU5 country

Need-Gap analysis, a proprietary analytics tool to FirstWord, identifies current unmet needs

Top Takeaways

Insights on the current status of support and interactions with Medical Affairs teams from the originator anti-TNF companies and biosimilar anti-TNF companies

Expectations of support and interactions with Medical Affairs teams from biosimilar anti-TNF companies

Preferred contact frequency, form and other needs from the biosimilar anti-TNF companies

About the Survey

What is Need-Gap Analysis?

This report includes slides that provide Need-Gap analysis, a proprietary analytics tool that identifies areas of unmet need which provide valuable guidance on opportunities for corporate and brand positioning, and communication.

Data was collected via a 15-minute Internet-based questionnaire.

150 rheumatologists, dermatologists, and gastroenterologists in France, Germany, Spain, Italy and the UK.

Screening Criteria

See at least 20 patients in total in a typical month

Have been in active practice between 3-35 years

Devote at least 50% of time to direct patient care

Prescribed at least one of the listed originator anti-TNFs

Have had an interaction with Medical Affairs teams from at least one of the originator anti-TNF companies in the past 6 months

Originator Anti-TNFs Included in Survey

Cimzia (certolizumab pegol; UCB)

Enbrel (etanercept; Amgen/Pfizer)

Humira (adalimumab; AbbVie)

Simponi (golimumab; Merck & Co.)

Remicade (infliximab; Janssen Biotech/Merck & Co.)

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